MULTIPLEX
WALL PAPER
DISPLAY EQUIPMENT
SELLS MORE WALL PAPER

ALL STEEL
MULTIPLEX
WALL PAPER
Display & Selling
EQUIPMENT

Wallpaper studios in Department Stores create a pleasing display and selling atmosphere to assure profitable promotion of wallpaper and associated merchandise. Modern merchandising technique includes a complete showing of wallpaper on Multiplex wing-panels; comfortable chairs and tables; sketch and photograph albums; individual booths for those who prefer to shop alone.

Forty full-size, individual wallpaper suggestions, each 27″x48″ are presented within this attractive, locally designed and built cabinet enclosure. Individual fluorescent lighting provides correct and ample illumination at all times. Note the wide angle of opening. All displays on eye-level. All papers classified and arranged in sequence. Start with 20 wing-panels and add 20 later.

Large samples show profitable scenics at their best. This dealer presents 160 samples, size 30″x60″ in two separate groups. Papers are arranged according to style, purpose, color combination, price and manufacturer. This interesting display is housed within cabinet enclosure to conform with store interior. At the left, two D-9 metal screens concentrate buying action on particular papers.

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Any size wallpaper dealer or merchant can use the no-paste wing-panel Multiplex in a practical, satisfactory and profitable way. On these limited wall spaces over 100 papers are shown in each group of 25 display wings size 18″x48″. There are five stock sizes from which to choose. Also self-supportable floor models, counter styles and two-side island merchandisers.

A close-up showing 25 beveled moulding display panels, size 27″x48″ placed between two wall cabinets. Every inch of floor and wall space fully used. This is a very dignified display. Full length samples help to make buying easy, accurate and pleasant. Samples are cut to size, placed on composition board fillers and slipped into metal channel frames. No wallpaper pasting is required.

A very distinctive, modern showroom with the emphasis placed on compactness, complete visibility and self-service. Over 200 papers shown on three groups of no-paste Multiplex wings. Note the different size display wings chosen to bring out the selling characteristics of each line of paper.

ALL STEEL MULTIPLEX WALL PAPER Display & Selling EQUIPMENT

Self-service Finger-tip Multiplex Increases Sales Volume & Profit

Swinging wing-panel Multiplex gives added selling space to any wall-paper showroom without increasing floor area. In fact, with finger tip Multiplex you serve more customers more efficiently and more profitably.

Today's business leaders incorporate modern display and selling methods with attractive showrooms to create a complete, self-service merchandising plan. Every inch of floor and wall space is utilized to full advantage.

It doesn't take long and it doesn't cost much to remodel and add no-paste display and selling Multiplex. Any flat wall space 4 ft. wide will show 50 full length, repeat pattern papers on any of five stock sizes of swinging wing-panels. If you prefer, we will show you in blueprint form what we suggest and recommend as being best for your individual needs. Just send rough sketch of your floor plan, give measurements and indicate where Multiplex may be placed. This service is free and without any obligation.

MULTIPLEX
NO-PASTE WALL PAPER
Display & Selling Equipment

MAIN FRAME
OR PIVOT SECTION

Multiplex offers a complete and diversified selection of floor and wall models for holding any number and size swinging wing-panels. The No. 19 straight line wall style comprises upper and lower pivot bars. The No. 61 floor style holds 20 wing-panels. The No. WP-650 holds 50 wing-panels, 25 on each side. Other wall and floor models to fit specific needs.

Left:
Steel rod and channel display WING. Size 18" wide by 48" high. Read construction details below.

Right:
Beveled steel moulding display PANEL. Size 18" wide by 48" high. Read construction details below.

Tabulation of Sizes, Capacities and Spaces

NO-PASTE DISPLAY WING

Photo above shows the Multiplex no-paste wallpaper display WING of steel rod and channel construction. Electrically welded into a complete unit which assures sturdy construction and long life. All metal parts finished in oven baked-on ebony enamel. Special composition board fillers in natural color permit the thumb-tacking or wire-stapling of papers to both sides. No wallpaper paste is necessary. Separators keep swinging display wings at equal distance apart. Available in five stock sizes to serve any need.

Pivot Section	No. of Wings	Size of Wing	Length of Pivot Bars	*Overall Length
No. 19	25	18"x48"	2' 3"	4' 0"
No. 19	50	18"x48"	4' 4"	6' 1"
No. 19	75	18"x48"	6' 5"	8' 2"
No. 19	100	18"x48"	8' 6"	10' 3"
No. 19	25	27"x48"	2' 3"	5' 0"
No. 19	50	27"x48"	4' 4"	7' 1"
No. 19	75	27"x48"	6' 5"	9' 2"
No. 19	100	27"x48"	8' 6"	11' 3"
No. 19	25	22"x60"	2' 3"	4' 5"
No. 19	50	22"x60"	4' 4"	6' 6"
No. 19	75	22"x60"	6' 5"	8' 7"
No. 19	100	22"x60"	8' 6"	10' 8"
No. 19	25	30"x60"	2' 3"	5' 4"
No. 19	50	30"x60"	4' 4"	7' 5"
No. 19	75	30"x60"	6' 5"	9' 6"
No. 19	100	30"x60"	8' 6"	11' 7"
No. 19	25	30"x72"	2' 3"	5' 4"
No. 19	50	30"x72"	4' 4"	7' 5"
No. 19	75	30"x72"	6' 5"	9' 6"
No. 19	100	30"x72"	8' 6"	11' 7"

*Overall length when end panels are opened at a 45° angle.

NO-PASTE DISPLAY PANEL (De Luxe Style)

Photo above shows the Multiplex no-paste wallpaper display PANEL of beveled steel moulding construction with ornamental steel corners. Electrically welded into a complete unit which assures sturdy construction and long life. All metal parts finished in crinkle antique bronze. Special composition board fillers in natural color permit the thumb-tacking or wire-stapling of papers to both sides. Separators keep swinging panels at equal distance apart. Available in five stock sizes to serve any need.

Pivot Section	No. of Panels	Size of Panel	Length of Pivot Bars	*Overall Length
No. 19	25	18"x48"	2' 6"	4' 3"
No. 19	50	18"x48"	4' 10"	6' 7"
No. 19	75	18"x48"	7' 2"	8'11"
No. 19	100	18"x48"	9' 7"	11' 7"
No. 19	25	27"x48"	2' 6"	5' 3"
No. 19	50	27"x48"	4' 10"	7' 7"
No. 19	75	27"x48"	7' 2"	9'11"
No. 19	100	27"x48"	9' 7"	12' 7"
No. 19	25	22"x60"	2' 6"	4' 8"
No. 19	50	22"x60"	4' 10"	7' 0"
No. 19	75	22"x60"	7' 2"	9' 4"
No. 19	100	22"x60"	9' 7"	12' 0"
No. 19	25	30"x60"	2' 6"	5' 7"
No. 19	50	30"x60"	4' 10"	7'11"
No. 19	75	30"x60"	7' 2"	10' 3"
No. 19	100	30"x60"	9' 7"	12'11"
No. 19	25	30"x72"	2' 6"	5' 7"
No. 19	50	30"x72"	4' 10"	7'11"
No. 19	75	30"x72"	7' 2"	10' 3"
No. 19	100	30"x72"	9' 7"	12'11"

Composition board fillers can be painted to harmonize with metal finishes at a nominal price. Any size wing-panel can be finished in any color to match interior furnishing at a nominal price or, if quantity ordered is sufficiently large, at same prices. Write for further price details if interested in either painted fillers or special colors.

TYPICAL INSTALLATIONS

ALL STEEL MULTIPLEX WALL PAPER Display & Selling EQUIPMENT

Through experience wallpaper dealers and merchants everywhere have learned the value of attractive, compact, complete and flexible displays as a practical way to a larger and more profitable sales volume.

They have also learned the value of no-paste swinging wing-panel Multiplex which presents every wallpaper pattern as it will look when papered on a wall. This is modern merchandising. This is the way your customer prefers to shop and buy. They want to see what you have to offer. They want to check and compare design, color, quality and price.

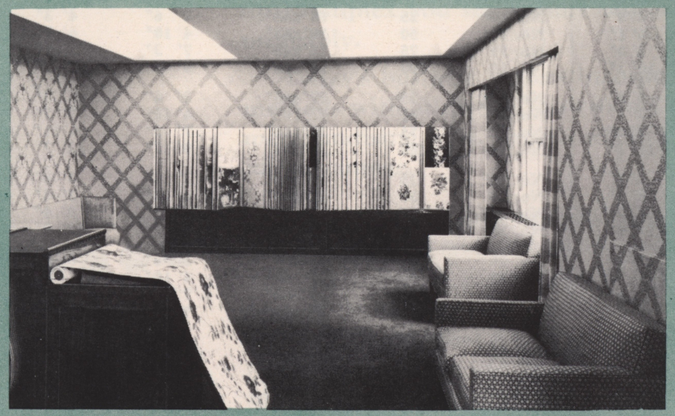
It doesn't take long to adopt a complete Multiplex display and selling plan. You select the correct size and number of swinging wing-panels for any section of your store or department. Papers are cut to fit and displays are arranged to give maximum selling help to your customers. The old fashion paste brush is not needed. Papers may be thumb-tacked or wire-stapled to the fillers.

Wing-panels are interchangeable. As certain numbers are sold out, new numbers quickly take their place. Self-service and self-selection of papers eliminate slow movers and stickers which so often mean the difference between year end profit and loss. Multiplex assures full selling price with regular profit for every paper.

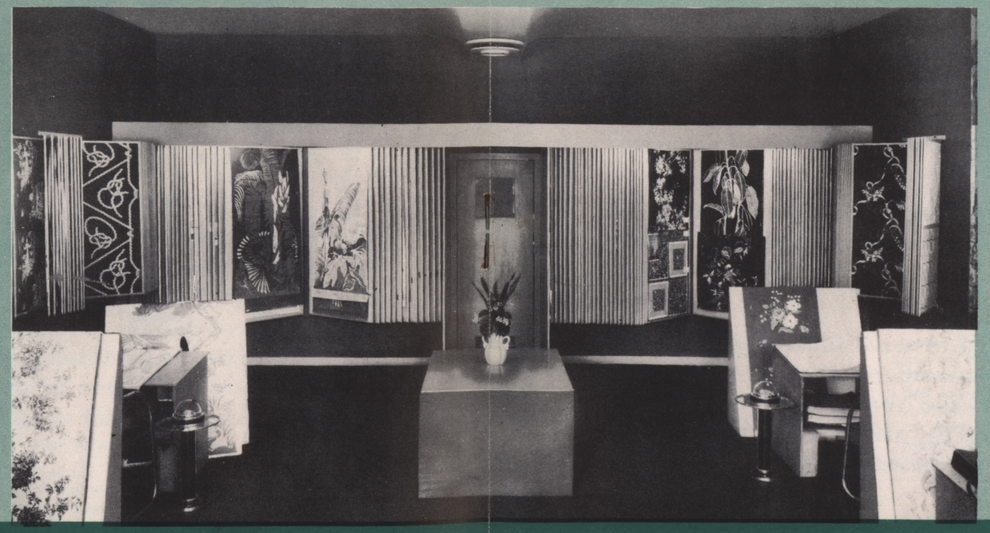
Should you need some additional help in selecting your Multiplex, we invite your inquiry and the opportunity to work closely with you.

Many paint stores maintain a profitable wallpaper department. Within arms reach 100 or more patterns are compactly shown just as the papers will look on a wall. Spacious stock or storage cabinets keep wallpaper section separate from other merchandise.

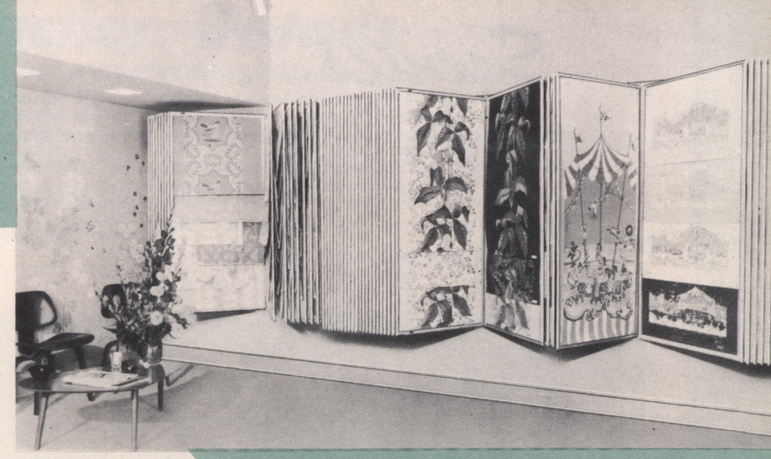
A well organized display quickly leads to a larger and a more profitable sales volume. This progressive merchant concentrates over 150 papers, size 18″x48″, on three groups of 25 swinging no-paste Multiplex wings. He also uses books and poster promotional material.



Customers welcome suggestions for grouping related designs and colors. Note how effectively a combination of wall, border and ceiling papers on a single display surface may be presented. Slow moving numbers when shown with best sellers quickly eliminate year end stickers.

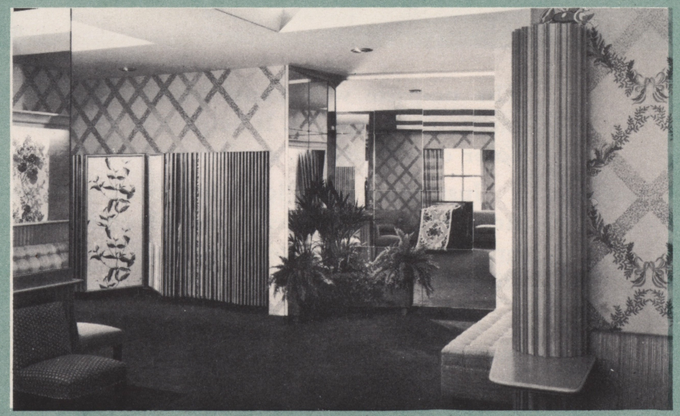


A modern wallpaper studio, in a neighborhood district, designed around Multiplex. Several hundred scenic papers are shown on two groups of 40 swinging wings each. Size of wings 30″x60″. Several hundred other papers are shown on each side wall using wings 18″x48″.



A modern, plain, but highly successful display section of an average wallpaper dealer. On a flat, undecorative wall, three groups of 25 beveled steel moulding de luxe panels each, size 30″x60″, show all his papers. The same patterns but in several colors are grouped on a single display surface.

The size and number of swinging wing-panels to use depends on the line of wallpaper and the size of samples shown. For scenics and large patterns the 30″x60″ or 30″x72″ sizes are preferred. For the general run of papers, sizes 18″x48″ or 27″x48″ are usually used. Flexible Multiplex economically grows with your needs.

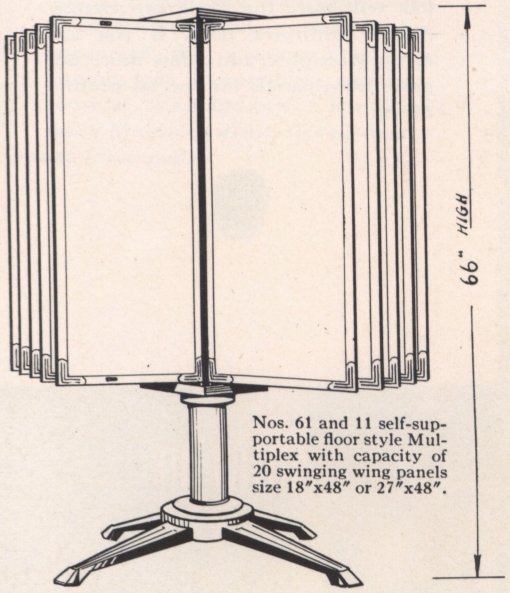


The showing of full length samples with the pattern repeating itself once or twice offers maximum selling advantages. This is merchandising at its best. Self-supportable floor style Multiplex with 25 to 50 large size wing-panels 30″x60″ or 30″x72″ are suggested.

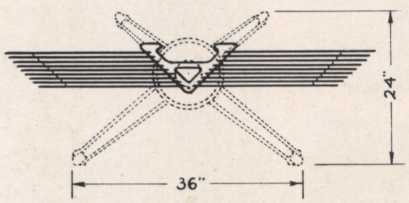
Construction Details

CONSTRUCTION AND PIVOTING DETAILS

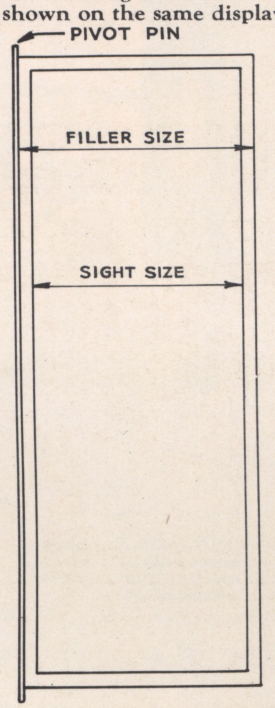
All Multiplex display and selling equipment is designed to present wallpaper samples in an attractive, compact, convenient and sales producing way. Steel construction, electric welding and oven baked-on enamel finishes assure quality equipment to serve efficiently for many years. Note carefully the five different sizes of wing-panels and the various floor and wall styles with their individual pivot arrangements. Each swinging wing-panel has a composition board filler for holding your paper samples firmly in place. Wallpaper pasting is not necessary. Some dealers prefer to thumb-tack or wire-staple samples along the outside edges. This is especially recommended where several smaller than full-size samples are shown on the same display surface.



Nos. 61 and 11 self-supportable floor style Multiplex with capacity of 20 swinging wing panels size 18″x48″ or 27″x48″.



Pivot arrangement of Nos. 61 and 11 Multiplex. Note how 20 wing-panels pivot, 10 on each side of triangle casting. Two or more persons can effectively use this style at the same time. May be placed alongside flat wall, in corner, in front of counter, or on open floor.



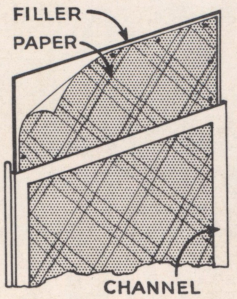
Wallpaper wing-panels come in five stock sizes to meet every display and selling need. This table gives filler size, sight size and distance between pivot bars.

Steel Rod and Channel Wings

Filler Size	Sight Size	Space between Pivot Bars
18x48″	17x47″	49″
27x48″	26x47″	49″
22x60″	21x59″	61″
30x60″	29x59″	61″
30x72″	29x71″	73¼″

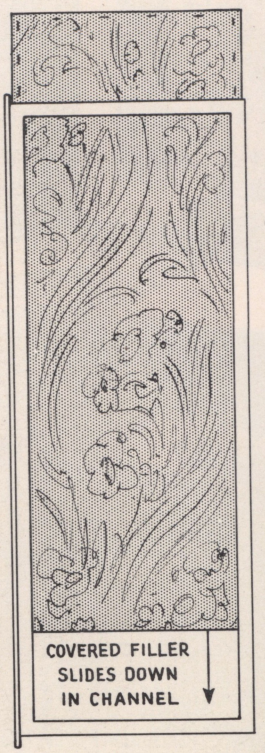
Beveled Steel Moulding Panels (De Luxe Style)

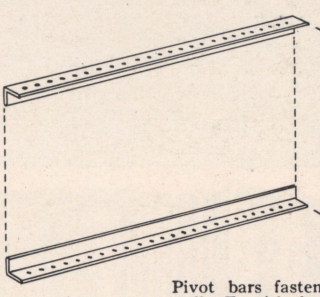
Filler Size	Sight Size	Space between Pivot Bars
18x48″	16¾x46¼″	49″
27x48″	25¾x46¼″	49″
22x60″	20¾x58¼″	61″
30x60″	28¾x58¼″	61¼″
30x72″	28¾x70¼″	73¼″



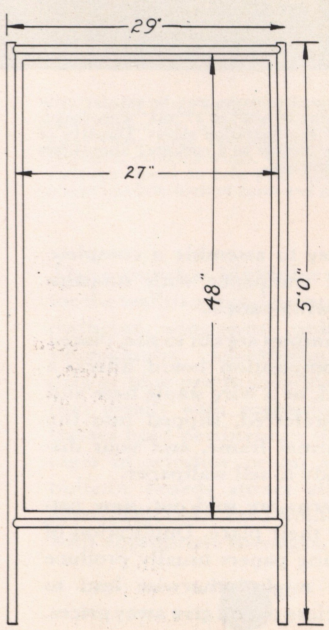
Close-up showing how paper samples are thumb-tacked or wire-stapled along outside edges. Pasting of papers is not necessary.

When samples have been placed in position, filler board slides easily into steel channel frame which keeps paper smooth, clean and fresh at all times. Several samples may be placed on each side of a filler in which case thumb-tacks or wire-staples are recommended.

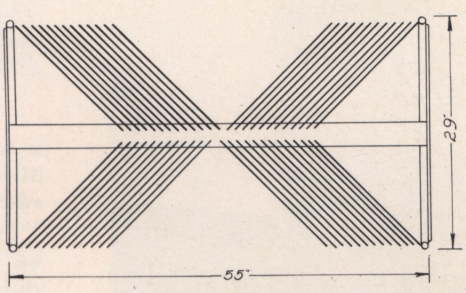




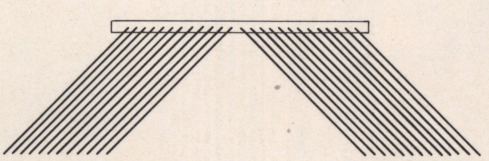
Pivot bars fasten directly to wall. Furnished in necessary length to hold any number of swinging wing-panels. Several sets of pivot bars can be placed end to end. See table above for proper spacing.



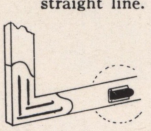
End view of WP-650. Frame work of 1″ steel tubing which securely holds upper and lower pivot bars. Convenient to move about. A real open floor sales producer.



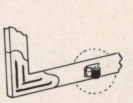
WP-650 is a complete wallpaper department. Fifty full-size display wing-panels size 18x48″ or 27x48″ arranged 25 on each side. Floor space required 55′ by 2½′ or 12 square feet. At least 100 full length, repeat pattern samples may be shown. Several hundred samples if half lengths are used. Overall height 5′. End panels also usable to show 27x48″ samples. Choice of finishes.



Any number of swinging wing-panels in any size can be used in a straight line wall type No 19 Multiplex. Diagram shows full 90° angle opening. End stops keep all panels pivoted in a straight line.



Rubber pad separators are furnished when wings are pivoted at 1″ and panels at 1⅛″ centers.



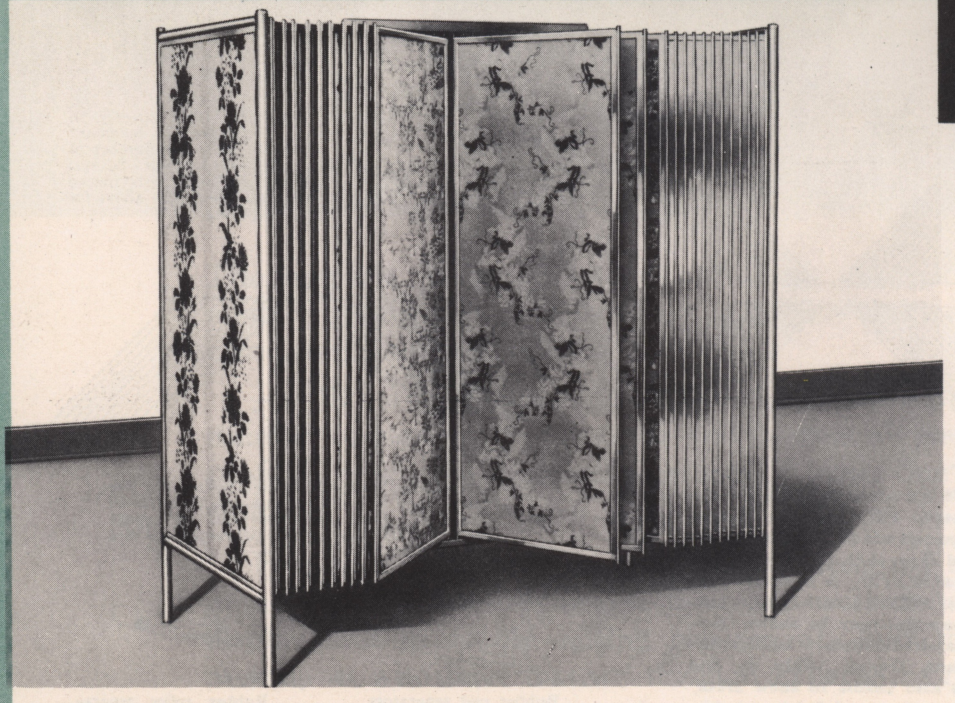
Rubber roller separators are furnished when wing-panels are pivoted at 2″ centers.

Self-supportable floor style Multiplex No. 61 with 20 beveled steel moulding panels size 18″x48″. Requires minimum floor space. May be placed anywhere. Compactly presents 40 or more individual samples. A splendid sales-display for specials, slow movers or stickers. No. 11 is similar in design and holds 20 steel rod and channel wings.

The modern wallpaper showroom, department or studio has come a long way since the gas light era.

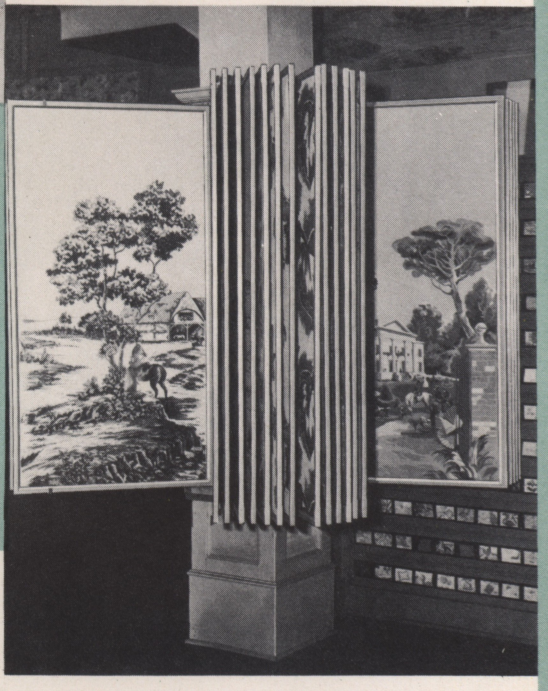
Today we have a modern atmosphere with the accent on display, promotion and service. The new no-paste swinging wing-panel Multiplex is a definite part of the overall display and selling picture.

With Multiplex any number of patterns can be shown in a limited floor or wall space. Every sample displayed on eye-level. Complete presentations are easy to make and easy to keep intact with changes as new papers arrive.



A two-side open floor display and selling merchandiser. WP-650 with 50 swinging wing-panels size 18″x48″ or 27″x48″, 25 on each side. Requires minimum floor space. 55″ long, 29″ deep. Overall height, 60″. Shows at least 100 samples. Available in ebony, crinkle antique bronze or hammered silver.

Only Multiplex finger-tip wing-panel displays will sell more quality wallpaper on which a higher mark-up is made. This is the experience of several thousand wallpaper merchandisers in all the forty-eight states. You, too, will have the same experience. Adopt Multiplex now. If you are using Multiplex, add a few more no-paste wing-panels for special promotions.



Square or round columns may be satisfactorily used by placing 18″x48″ or 27″x48″ wing-panels on eye-level as illustration shows. Displays of this kind are seeable as a customer approaches from any direction.

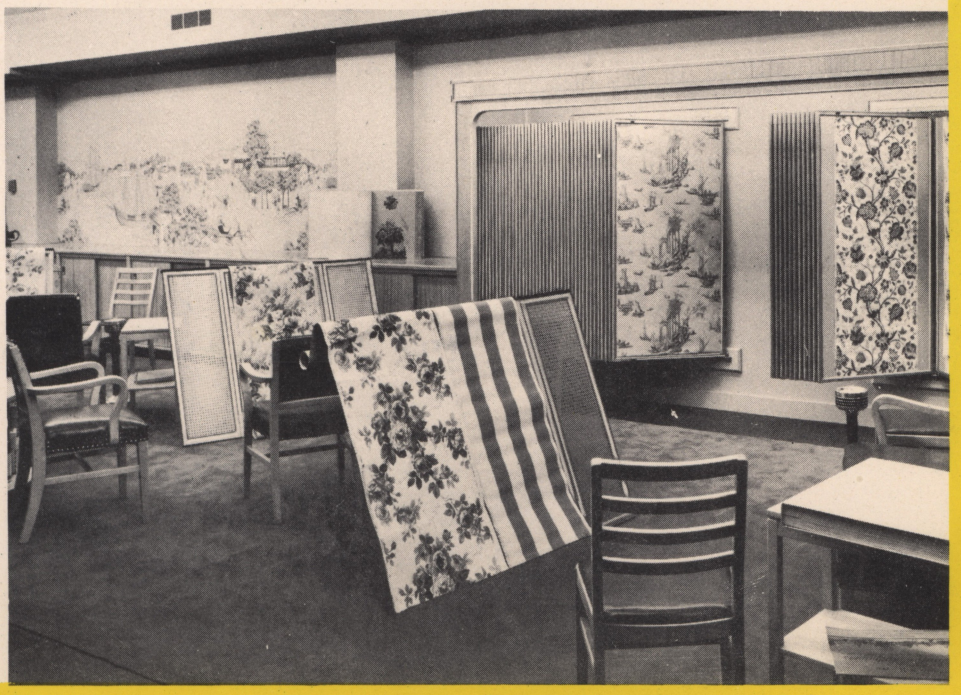
It is so easy to assemble a complete display of wallpaper with no-paste swinging wing-panels.

Paper samples are cut to size, placed on the composition board fillers, a thumb tack or a wire staple here and there if preferred, slipped into the metal channel frame, and your display is ready to sell wallpaper.

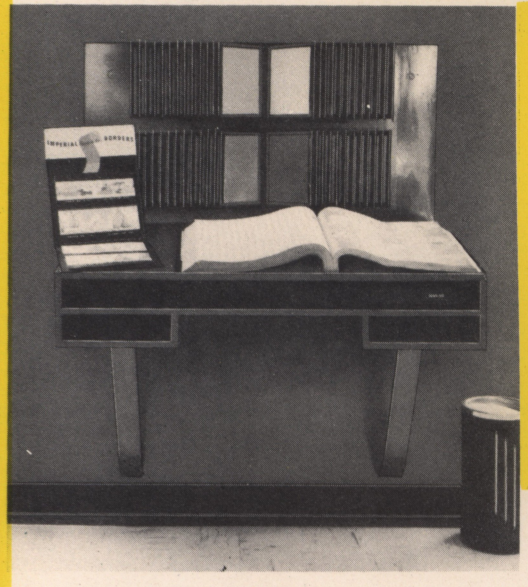
As patterns are sold out, new patterns take their place. Duplication of slow moving papers usually produce sales that might otherwise lead to year end close outs at give away prices.

Other Multiplex Sales Helps

Many customers will purchase extra items if they are brought to their attention without the constant urge to buy. The progressive wallpaper dealer enlists the help of silent salesmen that encourage the customer to shop around, look at everything, compare, consider, select and buy. A few of the many Multiplex silent sales-producers are illustrated.



The D-9 metal screen helps concentrate buying action on particular papers. Overall width when three panels are opened flat, 52″; overall height, 41″. Metal trough across back of screen provides space for several rolls of wallpaper. Plush covered strip across top holds fabric samples in place.



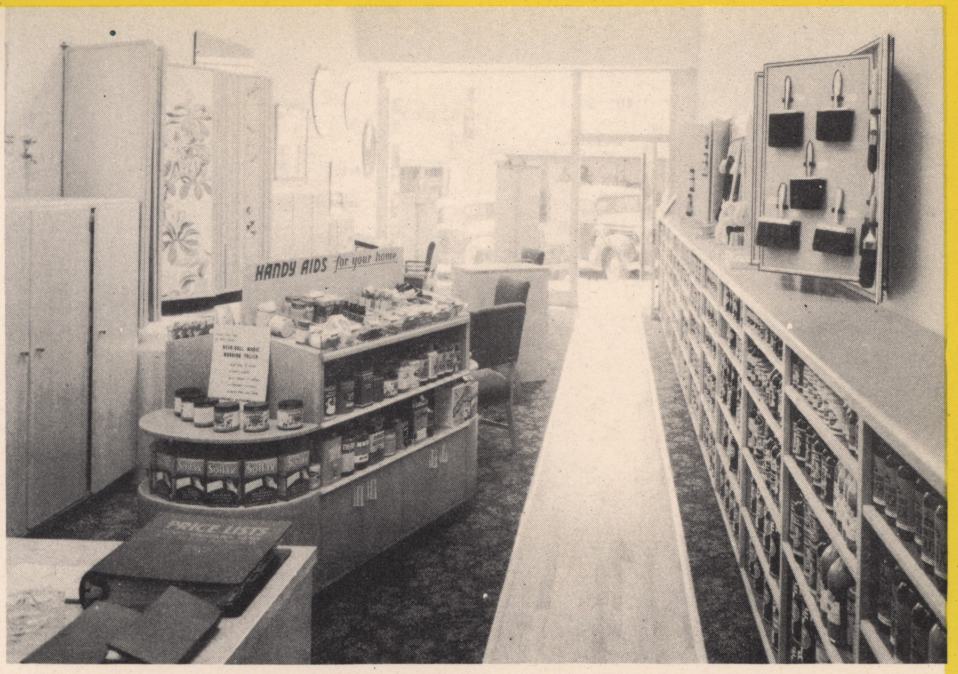
Large color chips 8½x11″, 10x15″ or 10x20″ prove unusually helpful in sales promotion. Show these large two-side chips in all-steel Multiplex swinging wings. Use them along with wallpaper books to help your customers select proper combinations of paint and paper.

Modern merchandising decrees the use of many and varied display and selling aids.

Multiplex presents several time proven sales promoters which supplement swinging wing-panel wallpaper equipment.

Brush sales are increased when samples are attractively grouped and displayed at the point of sale. Paint sales are helped when full samples are shown along with wallpaper books. Drapery and upholstery material become a part of the sale when combined with individual wallpaper presentations. A well equipped Multiplex showroom is a natural profit maker.

There are other Multiplex sales helps for the wallpaper and paint merchant. Swinging wing-panel units present photographs, advertising, printed data or blue prints showing construction details with suggestions; poster frames hold pertinent or timely messages in window or on sales floor; bulletin boards attract attention to some item; color card holders of steel with appropriate messages, etc.



A complete line of brushes and other accessories pays nice dividends in added sales at low cost when Multiplex is used. This 6 wing unit provides 12 display surfaces each 22″x28″. Available in floor, counter or wall styles. Other sizes of display wings to serve any need.

"THROW AWAY THE PASTE BRUSH"

MULTIPLEX DISPLAY FIXTURE COMPANY

910-920 N. TENTH ST. • ST. LOUIS 1, MISSOURI

WP-149